



# **SOFT PLASTIC RECYCLING SCHEME**

## VOLUNTARY PRODUCT STEWARDSHIP SCHEME

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ACCREDITATION REPORT 01.01.22.-31.12.22



THE  
PACKAGING  
FORUM  


# 1

## SCOPE OF SCHEME

The scope of the Soft Plastic Recycling Scheme (The Scheme) includes the collection of post-consumer soft plastic packaging at designated retailers and drop off points. Soft plastic packaging consists of film made largely from HDPE (high density polyethelene), LDPE (low density polyethylene), PP (Polypropylene) and includes laminated or multi-layer plastics. Post-consumer flexible plastic includes bread bags, frozen food bags, toilet paper packaging, confectionery and biscuit wrap, chip bags, pasta and rice bags, courier envelopes, sanitary hygiene packaging, squeeze pouches and, in general terms, anything made of soft plastic which can be scrunched into a ball.

The Scheme accreditation does not include pre-consumer/post-manufacturing/back-of-house soft plastic secondary or tertiary packaging. However, processing partners including Future Post, saveBOARD, Pact Recycling (Astron); TC Transcontinental Packaging and Polyprint Packaging/Polymer Processes collect these materials and have made tonnages processed available for this report.

The Scheme includes the funding of collection systems, transportation and recycling of the plastic materials so that consumers can recycle their soft plastic packaging consumed at home, work or in public places. Since its accreditation in March 2018, the scope of the Scheme has changed to include paying New Zealand processors for every tonne of post-consumer soft plastic material that they recycle.

Scheme members include manufacturers, brand owners that use soft plastic packaging, food and general merchandise retailers, and other organisations including the service sector that want to get involved.

The Scheme funds and operates the collection and processing of post-consumer soft plastic, allowing New Zealanders the opportunity to recycle their soft plastic materials. The Scheme continues to grow in popularity and usage and is consistently well received by the New Zealand public, councils, and industry alike.

## 1.1 Reporting period

The Soft Plastic Recycling Scheme achieved accreditation on 22 March 2018. This report provides data for the period **1 January 2022 to 31 December 2022**.

## 1.2. Scheme governance

The Scheme operates under the governance of The Packaging Forum (PF) with its Board appointed from the PF's Schemes and Technical Advisory Groups. The Board is responsible for overall governance with financial governance provided by the PF's Finance & Risk Committee.

The Scheme has a Steering Committee which comprises representatives from its levy paying membership. The Steering Committee provides guidance to the Scheme Manager with regards to the operational management of the soft plastic collection service and approves the Scheme's budget. The Steering Committee has met nine times during the past 12 months.

The Scheme Manager reports to the Packaging Forum's Chief Executive with a dotted line report to the Scheme's Chair and is responsible for the day-to-day management of the Scheme.

In the report year meeting management and documentation for the Steering Committee was moved to Board Pro which is a tool that manages all aspects of governance including:

- Meeting agendas
- Recording minutes of all formal meetings
- Communicating and disseminating information to groups
- Managing the interests (conflict register)
- Any formal voting positions (if required)

At the Packaging Forum's Annual General Meeting in August 2022, members voted to increase the number of Steering Committee members that can be elected from ten to twelve recognising the increased interest from members and the resource needed to effectively drive desired outcomes. Nominations are taken from Scheme members with members elected to serve two years on the Committee.

## SOFT PLASTIC RECYCLING SCHEME **STEERING COMMITTEE**

[APPOINTED AUGUST AT THE AGM]

**PAUL BONINI**  
Westpac

**STUART BURT**  
Amcor Flexibles

**TABITHA CHAPMAN**  
Goodman Fielder

**MALCOLM EVERTS** SP Chair  
Cottonsoft

**JAMIE GALLOWAY**  
Foundation Coffee

**DEBRA GOULDING**  
Foodstuffs

**ROBERT LETHBRIDGE**  
Griffins Foods

**KERI-ANNE MARTIN**  
Nestle

**MARK MILLS**  
Goodman Fielder

**KRISTINA MISEVESKA**  
PepsiCo - Bluebird

**MILLIE PORTER<sup>1</sup>**  
Countdown

**STEFFAN PEDERSEN<sup>2</sup>**  
Caspak Products

<sup>1</sup> Replaced by Amy Chau in October 2022

<sup>2</sup> Resigned from Committee in October 2022 following resignation from Caspak

## 2

## REVIEW OF THE SCHEME

The Scheme represents approximately 80% of the post-consumer soft plastic packaging market. Members' levies fund collections from stores, quality checks, baling, transport to end markets, and pay an agreed rate per tonne to cover the processing costs. This is different from the traditional model where the processor pays the collector/recycler for the materials.

### CREATING A CIRCULAR ECONOMY FOR SOFT PLASTIC IN NEW ZEALAND



## 2.1 Membership

### Increased participation from outside the food & grocery sector

As at 31 December 2022, the Scheme has 184 members, which is a 19% increase in membership from the previous year.

Members pay a levy based on their company turnover, and an understanding of the volume of soft plastic materials they place on the New Zealand market.

The Scheme has defined the resin codes which are acceptable to processors. The thresholds for materials accepted by the Scheme are shown in section 3 below. The Scheme also notes that it has measured consumption using available industry market data, however targets will be improved through access to data on imported/distributed materials.

**Participation levels in Scheme.** Based on IRI data and the brands identified in the Waste Not Consulting Branded Audit, the Scheme represents approximately 80% of the soft plastic packaging post-consumer market for food and grocery products, as defined by the categories listed in Chart 3.

Chart 1. Membership

### SOFT PLASTIC SCHEME MEMBERSHIP

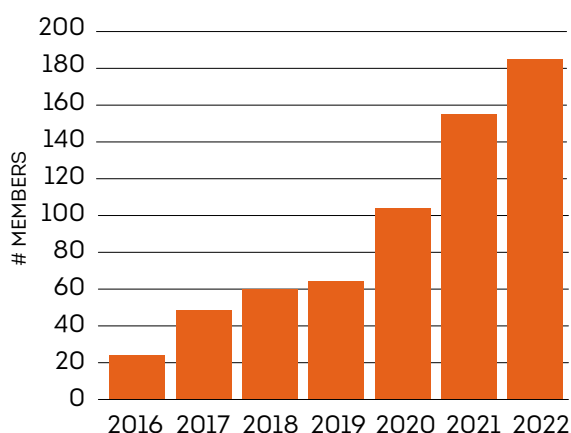
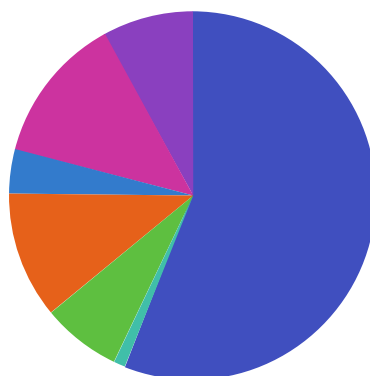


Chart 2. Members by category type

### SOFT PLASTIC SCHEME MEMBER CATEGORIES



FOOD BRAND **56%**

DRINKS BRAND **1%**

GROCERY BRAND **7%**

MANUFACTURER/DISTRIBUTER **11%**

FOOD RETAILER **4%**

OTHER RETAILER **13%**

SERVICE/TOURISM INDUSTRY **8%**

Chart 3. Scheme members' estimated market share

CATEGORY	% SHARE OF TOTAL BY MEMBERS	UNIT SALES BY MEMBER BRANDS
Bread bags	95%	129,868,166
Potato chips	85%	157,372,232
Biscuits	80%	101,429,896
Frozen food bags	85%	63,315,902
Confectionery	90%	133,965,321
Pasta, rice + noodles	50%	79,831,151
Breakfast cereal	90%	61,260,988
Toilet tissue	80%	36,097,463
Sanitary hygiene	80%	13,491,704
Kitchen towel	80%	13,370,803
Instant/freeze dried coffee	60%	17,406,877
Dairy (block/processed/grated)	60%	31,732,061
Prepacked fresh produce	70%	38,021,195
Bacon	50%	21,804,497
Fresh soups/meals	60%	4,126,944
Dry cat food	75%	8,961,806
Dry dog food	75%	4,451,485
<b>Total</b>	<b>80%</b>	<b>916,508,491</b>

Unit sales source: IRI Worldwide Scheme membership by category estimated from Waste Not Consulting Audit report.

## MEMBER COMPANIES

AA  
 AB World Foods  
 Abe's Bagels  
 Absolute Wilderness  
 ACCO Brands NZ  
 All Good Bananas  
 Amcor Flexibles  
 Ames Australasia  
 Animals Like Us  
 Arnotts Group  
 Aroa Biosurgery  
 Arvida Retirement  
 Essity NZ  
 ASB  
 Back Country Foods  
 Blue Frog Breakfast  
 Bluebird  
 BNZ  
 Breadcraft  
 Bremworth Carpets & Rugs  
 Bunnings  
 Calbee Australia  
 Caspak Products NZ  
 Ceres Organics  
 Chantal Organics  
 Chobani Pty  
 Classique International  
 Clorox  
 Coca Cola Europacific Partners  
 Coffee Supreme  
 Cottonsoft  
 Countdown  
 Daltons  
 Dole NZ  
 Ecolan  
 Enphase Energy  
 Epic Dairy  
 Farrah's  
 Ferrero Australian Pty  
 Flexopack NZ  
 Fonterra  
 Foodstuffs  
 Foundation Coffee  
 Freightways  
 Frucor Beverages  
 Fruity Sacks  
 FSL Foods  
 Gaults  
 General Mills  
 George Weston  
 Good Conscience  
 Goodman Fielder  
 Good Nature  
 Good Noze Pet Cuisine  
 Griffins  
 Hally Labels  
 Hanes  
 Happypet  
 Hasper Brand Labs  
 Heartland Chips  
 Heinz Watties  
 Hello Fresh  
 Hubbards  
 Huckleberry  
 Inghams  
 Innershine Nutraceuticals

Jacobs Douwe Egberts  
 Jenkins Freshpac  
 Jersey Girl Organics  
 JNTL Consumer Health (NZ)  
 Kaipara Kumara  
 Karajoz Coffee Company  
 Kathmandu  
 Kea Cookies  
 Kelloggs  
 Kimberly Clark  
 Kmart  
 KPL Distribution  
 LIC Distribution  
 Life Health Foods  
 Little Beauties  
 Loft Foods  
 Lululemon  
 Lyttelton Port Company  
 McCains  
 McPhersons Consumer Products  
 Mars NZ  
 Meadow Mushrooms  
 Mexicano  
 Mitchell's Nutrition  
 Mondelez  
 Mother Earth  
 Mrs Rogers  
 Multivac  
 My Food Bag  
 Natural Pet Foods Group  
 Naturally Organic  
 Nestle  
 Nibblish  
 NZAgbiz  
 NZ Defence Airforce  
 NZ Hothouse  
 NZ King Salmon  
 NZ Post  
 NZ Safety Blackwoods  
 NZ Sugar  
 Nulon  
 Oceania Healthcare  
 OF Packaging  
 Offshoot (NZ)  
 Omega Seafoods  
 Only Organic  
 Oob Organic  
 Orange Box  
 Oriental Cuisine  
 Ours Truly  
 Pams  
 Paramount Safety Products  
 Peggy Sue Soaps  
 Pitango  
 Plant Tech Nation  
 Polyprint  
 Precinct Properties NZ  
 PrimePac  
 Procter & Gamble  
 Prodotti D' Italia  
 Proper Crisps  
 Pure Delish  
 Quantum Pacific  
 Radix Nutrition  
 Ravensdown  
 Real Pet Food Company

Real Rad Foods  
 Reckitt Hyho New Zealand  
 Resene  
 Sanitarium  
 SC Johnson  
 Sealed Air  
 Sealord  
 Sea Treasure Seafoods  
 Serious Food Co.  
 Sherborne Packaging  
 Silver Fern Farms  
 Simplot  
 Sleepyhead - The Comfort Group  
 Smales Farm  
 Smart Foods  
 Snell Packaging  
 So Sweet  
 Stratex Group  
 Sunrice - James Crisp  
 Super Retail  
 Swisse Wellness  
 SWP Commercial  
 Tasti  
 T & G Global  
 TC Transcontinental Packaging  
 Tegel  
 The Baron  
 The Lactation Station  
 The Neat Meat Company  
 The Sustainable Care Company  
 Thermogard  
 The Warehouse  
 Tio Pablo  
 Tom & Luke  
 Trevelyan  
 Tui Products  
 UCC Coffee NZ  
 Unilever  
 Venerdi  
 Vitaco Health (NZ)  
 Watercare Services  
 Wellington Regional Hospital  
 Westpac  
 Whittaker & Sons  
 Woodhaven Gardens  
 Woolworths  
 Woop  
 Yates  
 Z Energy



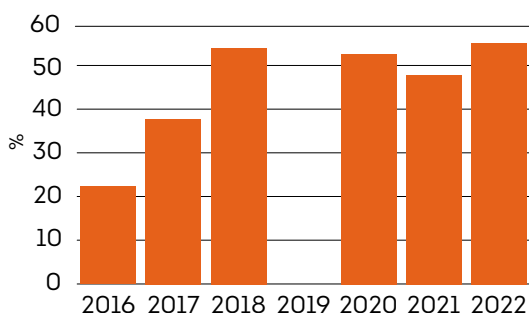
## 2.2 Stakeholder Relationships

The Scheme has a major focus on communicating with the consumer as reported in Section 5 below. In March 2022, the Horizon Research poll found that 55% of respondents have heard that they can recycle their soft plastic bags and packaging at supermarkets and other stores and 23% of people have used the service.

Awareness is now back to 2018 levels indicating that the Scheme has rebounded after the need to reset in 2019 and the impact of Covid-19. Awareness is highest amongst people who are:

- aged between 18 and 44
- earn more than \$100,000 per annum
- live in Wellington or Auckland

### HEARD ABOUT SOFT PLASTIC RECYCLING?



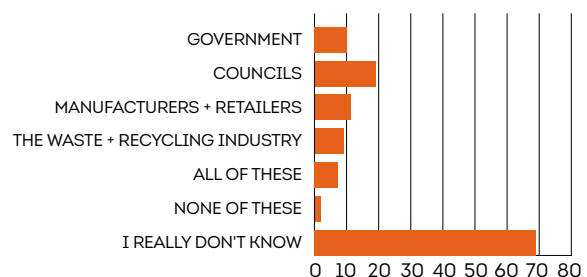
*note: Scheme was on hold during 2019*

In the regions where soft plastic collections are available, recognition is higher:

- Auckland, 66% of respondents said they had heard of the programme and 62% said they have seen one of the soft plastic recycling bins in stores. 38% say they have used the service.
- Canterbury, 57% of respondents say they had heard of the programme and 53% said they have seen one of the soft plastic recycling bins in stores. 20% say they have used the service which restarted in February 2021.
- Wellington, 64% of respondents said they had heard of the programme and 64% said they have seen one of the soft plastic recycling bins in stores. 22% have used the service.

Awareness of who funds the Scheme is low with only 11% respondents correctly identifying manufacturers and retailers as paying for the service. 69% had no idea and 29% indicated that the local and/or central government fund the Scheme.

### WHICH OF THESE, IF ANY, FUND THE SOFT PLASTIC RECYCLING SCHEME





## Stakeholder Relationships

The Scheme has worked with the Food & Grocery Council; Retail NZ; Plastics NZ, the Sustainable Business Network, and others to promote soft plastic recycling. The Scheme presented at Brightstar's Safe & Sustainable Packaging Conference, Sustainable Business Network's Plastic Innovation Webinar; Cosmetics NZ conference and the NZFGC's plastic packaging webinar; as well as to members and prospects.

To amplify awareness the service has been promoted in Local Government magazine, Supermarket News and FMCG magazine, and via social media channels – including the Scheme's own facebook page. In addition, the Scheme receives and responds to requests for information from community groups, schools, and the media. There are ongoing requests for information via the Scheme's facebook page.

The Scheme works with councils where there is a collection service to engage the local community. There is ongoing demand by communities for a soft plastic recycling collection service and every effort is being made to expand the geographic reach of the Scheme dependent upon our ability to leverage available logistics services. In 2022 we have added council funded collections from council facilities in Thames Coromandel; Hauraki and the Wairarapa.

The Scheme actively promotes the need for local and central government, as well as industry, to purchase products made from recycled soft plastic to create demand.



It's all about the post -  
Future Post and NZ Post



### 3

## WASTE GENERATION: MASS BALANCE

### 3.1 Methodology

The Scheme has supported the NZ Food & Grocery Council's plastic consumption survey to understand the amount of soft plastic placed on the market in New Zealand and to quantify by resin type. There are now three years of data captured by Dynata from 119 food and grocery companies which have been analysed by the Scheme Manager and are estimated to represent 75% of the single use consumer plastic consumed by the food & grocery sector.

21% of Scheme members are general merchandise or other sectors and work needs to continue to understand the amount of soft plastic used outside of the food & grocery sector.

Extrapolated from 75%, the food & grocery sector consumed 32,502 tonnes of soft plastic which is 30% of the estimated 108,000 tonnes of consumer plastic consumed annually by the sector. This equates to around 6.34 kilogram per capita.

RESIN/MATERIAL	FOOD & GROCERY TONNES	% TOTAL SOFT PLASTIC
HDPE soft	4,891	15%
LDPE soft	13,062	40%
PP soft	2,351	7%
Multi-layer plastic/pouches	14,121	47%
<b>Total</b>	<b>32,502</b>	

By comparison in:

- UK plastic films and flexibles represent 24% of total household plastic packaging placed in the market<sup>1</sup> or around 266,880 tonnes equivalent to around 3.97kg per capita.
- In Australia flexible plastic packaging is 33% of total plastic placed on market<sup>2</sup>.
- In Ireland flexible plastic packaging is around 24% of what is placed on market<sup>3</sup> with 35,014 tonnes equivalent to around 6.95 kg per capita.

1 UK Household Plastic Collection Survey - Recoup

2 AFGC reporting from National Plastic Recycling Scheme design

3 Information from Repak on their membership tonnes placed on market

### Category sales

In line with previous report years, the volume of bags by type has been calculated from information supplied by IRI New Zealand. This provides a very different perspective from the tonnages identified through the Dynata survey.

GS1 data requirements for the National Product Catalogue now include recording plastic by resin type and colour for all new products with the expectation that all products will have this information by 2025. These ongoing improvements to data capture will improve the robustness of the Scheme.

The average weight per items is calculated from the audit conducted by Waste Not Consulting in March 2022 adjusted by technical input from the Steering Committee.

The unit sales of food and grocery items packaged in soft plastic is consistent with 2021 data with 1,166,508,491 units (variation 1%). The average weight of a bag is 7.35 grams. On this basis an estimated 8,574 tonnes of post consumer soft plastic packaging was consumed across the specified categories.

The Scheme will continue to assess how to measure the volume and tonnes of non-food and grocery items. 22% of Scheme members are now in the general merchandise; clothing or other categories and the Scheme does not currently have access to volumes.

This will be a requirement for the Plastic Packaging Product Stewardship Scheme (PPPS). Identifying plastic consumption and recovery data which is currently available and how to bridge the gap to develop a comprehensive dataset is to be researched as part of the co-design project process.

Chart 4. Estimated volume of soft plastic bags by category

BAG TYPE	UNIT SALES 2022	AVE WEIGHT IN GRAMS	TOTAL TONNES 2022	2021
Bread bags	129,868,166	7.4	961	823
Potato chips	157,372,232	7.1	1,117	708
Biscuits	101,429,896	3.1	314	343
Frozen food bags	63,315,902	10.2	646	730
Confectionery	133,965,321	2.8	375	232
Pasta, rice + noodles	79,831,151	6	479	409
Breakfast cereal	61,260,988	9.4	576	668
Toilet tissue	36,097,463	11.3	408	497
Sanitary hygiene	13,491,704	11.3	152	184
Kitchen towel	13,370,803	11.3	151	187
Instant/freeze dried coffee	17,406,877	4.3	75	83
Dairy (block/processed/grated)	31,732,061	5.7	181	228
Prepacked fresh produce	38,021,195	5.9	224	234
Bacon	21,804,497	7.7	168	171
Fresh soups/meals	4,126,944	7.7	32	30
Dry cat food	8,961,806	17.5	157	186
Dry dog food	4,451,485	17.5	78	103
PE bags - produce etc	150,000,000	5.9	885	750
Other - courier bags/meal kits	50,000,000	14.4	720	320
Other - garden/reusable bags	50,000,000	17.5	875	990
<b>Total</b>	<b>1,166,508,491</b>	<b>7.35</b>	<b>8574</b>	<b>7877</b>

### Acceptable plastic resins

The material thresholds are integrated within APCO's Australasian Recycling Label and have not changed in the report year.

In April, APCO announced changes to the materials thresholds for soft plastic packaging in Australia to be implemented for new packaging from July 2023. The NZ Scheme will not make any changes to its material thresholds until 2025 or as determined through the design of a mandatory plastic packaging product stewardship Scheme.

The Scheme continues to investigate new processing systems including advanced recycling which will accept a broader range of resins (typically still excluding PVC, Extended Polystyrene and compostables).

The Scheme accepts materials which are plastics resin code 2, 4, 5 with acceptance of resin codes 1 and 7 in a blended mix with the primary plastic. Secondary materials must be less than 30% in total across all secondary material types, and primary materials (HDPE; LDPE; PP) must be a minimum of 70% by weight.

Chart 5. Materials Thresholds Table

		SECONDARY MATERIALS %									
		PET	HDPE	PVC	PVDC	LDPE	PP/BOPP	PS	NYLON	EVOH	COMPOSTABLE PLASTIC
PRIMARY POLYMER	PET										
	HDPE	30						30	30		30
	PVC										
	LDPE	30						30	30		30
	PP	30						30	30		30
	PS										
	NYLON										
	COMPOSTABLE										
	FLEXIBLE LAMINATE										

### LEGEND

COLOUR	LIMITS	FUTURE POST CLASSIFICATION	ACCEPTED
primary polymer		recyclable	yes
secondary polymer		recyclable in a blended mix	yes
not accepted for recycling		not recyclable	no

The range of acceptable plastics is governed by what can be processed in New Zealand at present.

### 3.2 Collection

The Scheme measures tonnes collected from monthly records from the network of service providers as a requirement for payment.

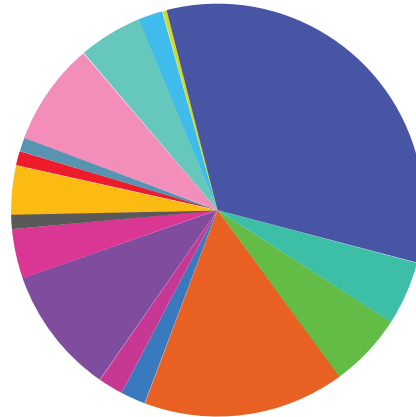
In Auckland and some other parts of upper North Island, Countdown and Foodstuffs stores bale the bags of soft plastic at the store and these bales are transported to Future Post. My Food Bag and WOOP also have return services for their customers, and these are baled by our collectors in the relevant regions. In 2022 we added a courier bag service in partnership with New Zealand Post.

Chart 6. Regional collections

REGION	COLLECTOR	% SHARE OF TOTAL	STARTED
Auckland & Waikato	Abilities	15.8	
Wellington Kapiti & Masterton	Earthlink	18.9	
Christchurch/ Canterbury	Kilmarnock	18.5	
Dunedin	Cargill	1.6	Mar-Oct 22
Hawke's Bay	The Bin Co	4.5	
Oamaru	Waitaki RR	1.8	
Hauraki	Hauraki DC	1.6	
Tauranga	Redline	2.2	Jul 22
Thames Coromandel	Smart Enviro	0.7	Jun 22
Nationwide courier	NZ Post	0.6	May 22
Northland	Waste Mgmt	0.1	Oct 22
Auckland/upper NI	Retail Logistics	33.7	

Chart 7. Drop off locations by region

#### PERCENTAGE OF DROP OFF LOCATIONS PER REGION



AUCKLAND 33%  
NORTHLAND 5%  
WAIKATO 6%  
WELLINGTON/KAPITI 16%  
BAY OF PLENTY 2%  
TARANAKI 2%  
CHRISTCHURCH 10%  
HAWKE'S BAY 4%  
OAMARU 1%  
HAURAKI 4%  
RANGIORA 1%  
MASTERTON 1%  
TAURANGA 8%  
THAMES 5%  
GISBORNE 2%  
AKAROA <1%



### 3.3 Processing capability

**The Scheme provides a continuous supply of materials for processing. The soft plastic bag which is recycled today will be a fencepost or insulation board in a matter of weeks.**

The Scheme has supply agreements with two New Zealand processors Future Post in Waiuku, and saveBOARD in the Waikato.

Tonnes processed are measured by records provided in monthly invoices by processors.

Demand is measured by tonnages requested by processors to meet their production needs.

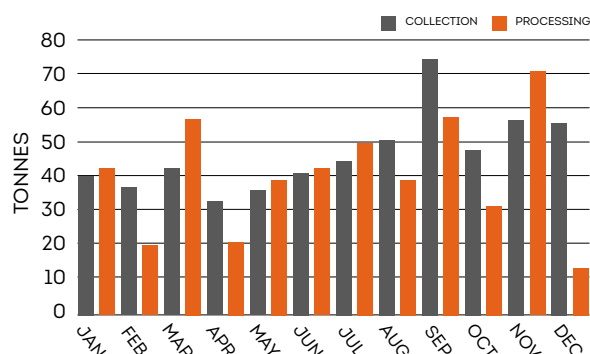
Future Post's processing capacity increased with the addition of a second production line at its Waiuku factory in early 2022. Further expansion is planned in July 2023 with two processing lines installed at a 2200m<sup>2</sup> plant in Blenheim almost double the size of the Waiuku site to take soft plastic and HDPE milk bottles/janitorial from the South Island to make posts for vineyards and farms across the mainland. This is a significant step allowing the Scheme to create a circular economy for soft plastic in the South Island. The Scheme has worked to minimise the footprint of moving soft plastic around by backhauling utilising store and members' vehicles, and benefiting from Goodman Fielder's transport organisation and network to maximise efficiencies.

There is a variation of 97 tonnes between tonnes collected in 2022 and those processed. This is in part due to consolidation of 40 bales to create container load from the South Island which means collection tonnages are ahead of processing tonnages by 1-2 months.

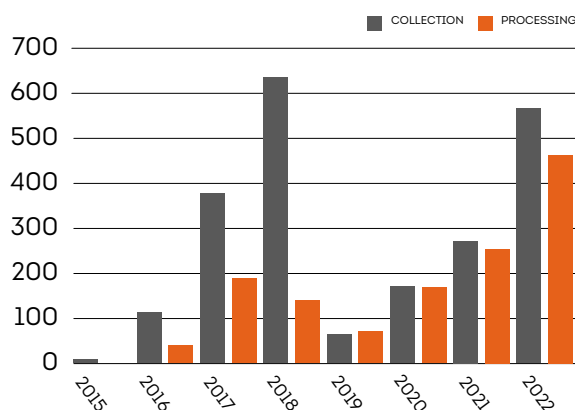
Seasonal operational constraints also resulted in delayed delivery of bales via the backhauling network coupled with lower demand from processors for plastic in December and January due to holiday shutdown.

Chart 8: Scheme Collections and Processing

#### MONTHLY COLLECTION + PROCESSING TONNES



#### COLLECTIONS + PROCESSING



On an ongoing basis, the Scheme discusses processing opportunities with potential new market entrants, and continues to monitor opportunities including pyrolysis, plastic to oil, extrusion, injection moulding, use in aggregates and waste to energy.

In 2022, the Scheme commissioned Nextek Consulting to conduct a short /medium term strategy for the collection and processing of post-consumer soft plastic in New Zealand. This research includes analysis of available and future technology including small and large scale chemical recycling plants.



### 3.4 Industrial/commercial plastic processing

4250 tonnes of pre-consumer/industrial soft plastic recycled by Scheme partners including PACT Group – Astron (2200 tonnes); Future Post (415 tonnes); Polyprint/Polymer Processing; and Transcontinental.

4250 TONNES OF  
PRE-CONSUMER/  
POST-INDUSTRIAL  
SOFT PLASTIC  
RECYCLED IN 2022

	TONNES
PRE-CONSUMER/POST-INDUSTRIAL	2022
Future Post	415
PACT Group - Astron	2,200
Other processors	1,635
<b>Total processed</b>	<b>4,250</b>

Future Post Waiuku –  
two production lines



## 4 OBJECTIVES + TARGETS

The following table outlines the objectives and targets set for the Scheme reports on performance. In 2022 the Scheme has met or exceeded the key performance indicators.

OBJECTIVE	PARAMETER	2025 TARGET	PERFORMANCE 2020	2021	2022 ACTUAL
Increase in tonnes of soft plastic processed in New Zealand or in near shore markets	Focus on processing of soft plastic rather than collection volumes	500 T	168 T	246 T	465 T
Increase the accessibility of the Scheme to New Zealanders	Increase number of regions offering collection facilities <sup>11</sup>	70%	60%	74%	78% <sup>2</sup>
Improve quality of collected materials	Increase education and awareness to reduce contamination	Below 8%	7.1%	6.89%	4.2%
Increased engagement in minimising plastic consumption to close the gap between consumption and recycling	Report on tonnes of soft plastic packaging consumed	n/a	4,976 T	7,876 T	8,574 T
Stakeholder support	# members	80	102	155	184
	Quarterly e-news sent to stakeholders	200	139	250	396
	# councils promoting the Scheme	All	6	16	20 <sup>3</sup>

1 Within 20km of work or home. Population based on Census Data 2019

2 Reached 81% prior to temporary halt on Dunedin

3 Auckland, Christchurch, Gisborne, Hamilton, Hastings, Hauraki, Hurunui, Hutt, Kapiti Coast, Napier, New Plymouth, Porirua, South Wairarapa, Tauranga, Thames Coromandel, Waimakari, Waipa, Wellington, Whakatane, Whangarei



## 5 PROMOTION OF THE SCHEME

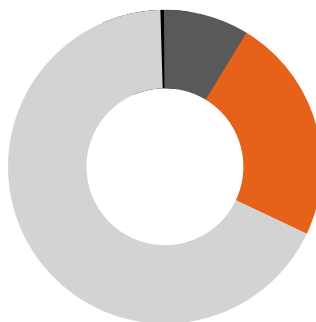
### Average one mention per day

The Scheme released nine news update and had articles published in Supermarket News, FMCG Magazine and LG Magazine, directly or in partnership with councils and/or Scheme members. The Scheme Manager and The Packaging Forum CEO were also interviewed on TVNZ; Newstalk ZB and Radio NZ, and publications such as Otago Daily Times, Bay of Plenty Times. The Scheme was also covered in regional media in the Wairarapa and Thames Coromandel regions, and various online news channels.

### Media Evaluation

The Packaging Forum appointed Meltwater to provide media intelligence and analysis from 1 January 2022. This service includes monitoring social media – Facebook, Twitter, blogs and YouTube which amplifies the Scheme’s ability to see comments and conversations about soft plastic recycling. In the report year, there were 289 reports mentioning soft plastic recycling, soft plastic or Future Post with coverage was 91% neutral or positive.

### SENTIMENT

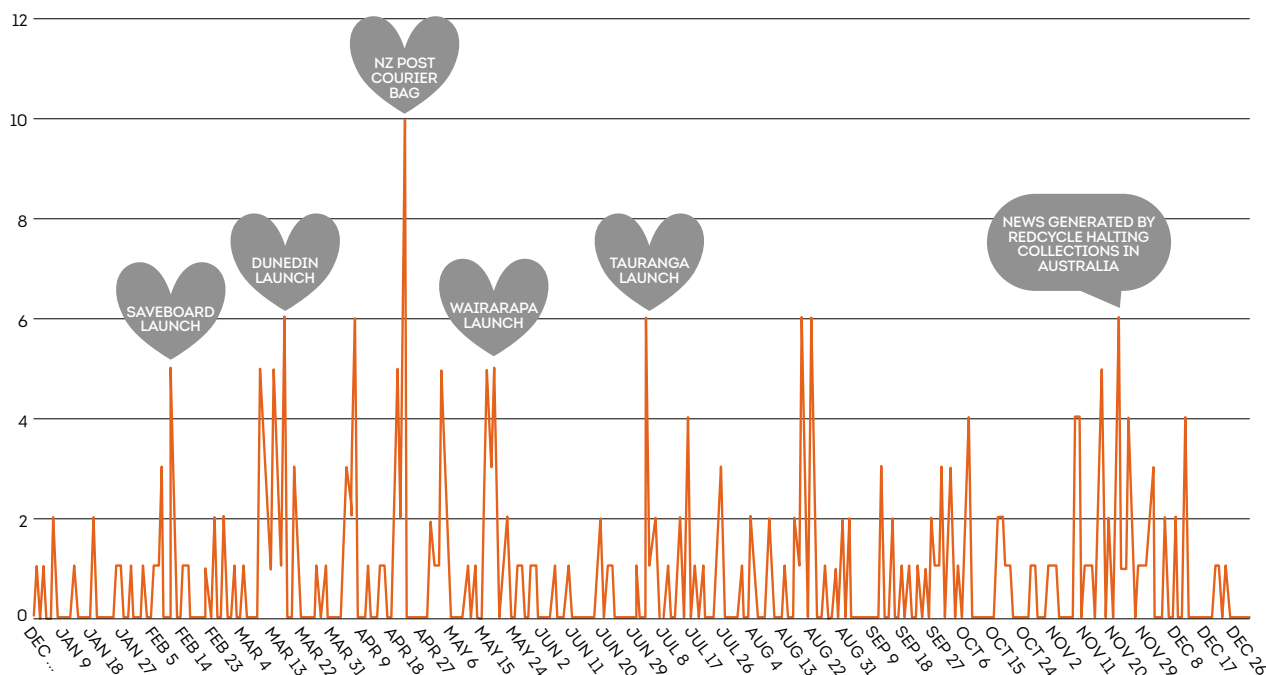


NOT RATED **0.3%**  
NEGATIVE **9%**  
POSITIVE **23.2%**  
NEUTRAL **67.5%**

The Sentiment widget provides insight into how social and editorial content may be categorised as having positive, negative and neutral sentiment over a given time period.

In addition to soft plastic and soft plastics, the most frequently used words and terms were customers and Scheme.

### MENTION TREND



## E-newsletter – The Wrap Up

The bi-monthly The Wrap Up newsletter for Scheme members, and other stakeholders is posted on the website and shared with news media.

[recycling.kiwi.nz/newsletter](https://recycling.kiwi.nz/newsletter)

## Social media

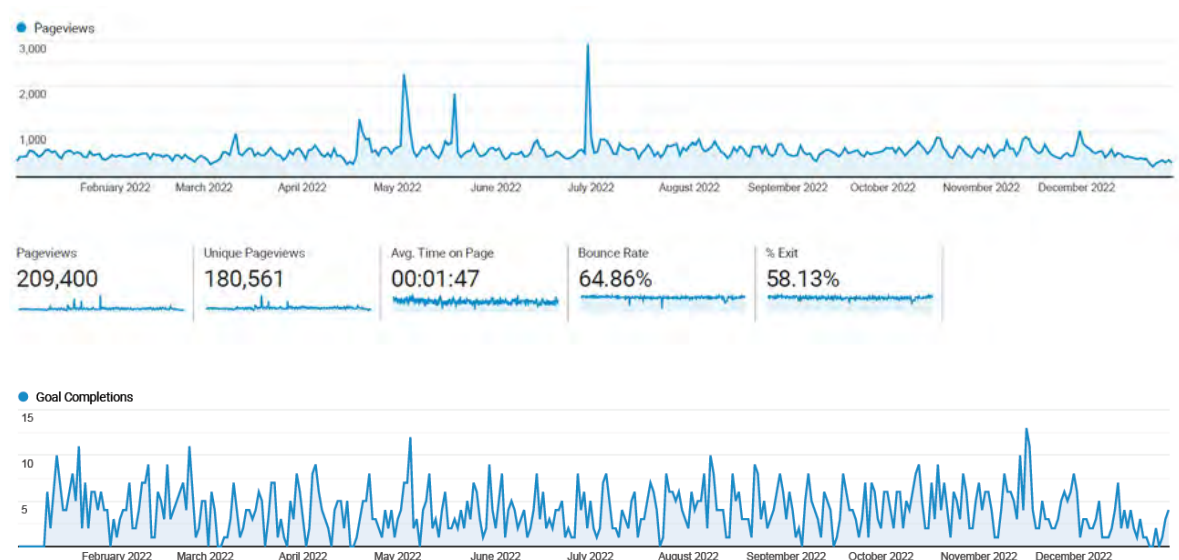
The Soft Plastic Recycling facebook page reached 86,334 people and the number of likes increased by 8% to 10,367. It operates as the Scheme's major communication channel with New Zealanders interested in soft plastic recycling. 88% of users are female, and 51% of female users are between 18 and 44. 29% of users are from Auckland.

## Website

The soft plastic recycling website provides information about collection locations, and what can be recycled through the programme and is an important interface with consumers. It is a standalone soft plastic website which reflects its importance as an information source to consumers. In 2022, there were 121,723 (+16%) users of the website and 209,400 page views (-11%).

38% users access the website via the store locator page.

70% users are female, and 48% are from Auckland, 14% from Christchurch and 11% from Wellington.



## 6 FACTORS AFFECTING THE SCHEME

### Global impacts

In October 2022, REDCycle halted collections of soft plastic across Australia due to a lack of processing capacity. This does not impact the New Zealand Scheme, but it inevitably resulted in questions from members, media and other stakeholders. The Australasian Recycling Label (ARL) immediately changed the PREP tool so that new products or applicants cannot apply the ARL on soft plastic packaging in Australia but New Zealand Scheme members can continue to use the conditionally recyclable label for packaging placed on the market in New Zealand.

The problems which have beset REDcycle are not limited to Australia. UK supermarkets which collect soft plastic face similar issues relating to finding onshore or within Europe processing solutions and are either looking to sort plastic by resin type, support investment in mechanical sortation systems such as Yes Recycling in Fife or pyrolysis (Enval; Biofabrik units) or refuse to fuel.

### Cost of living

The Scheme has factored in price increases for its service providers due to increased fuel and energy prices and wages.

### Logistics

Collections from eight stores in Dunedin and Mosgiel commenced in March 2022 but were put on hold in October due to the Scheme's loss of access to a baler in the region. The Scheme has leased balers for Auckland and Wellington and is willing to provide a baler for Dunedin collections however it has not been possible to find a suitable location to house a baler or resource to operate one. The Scheme can help finance balers but requires location and operators.

### Processing capacity

We are pleased to report continued growth of Future Post and saveBOARD and that new technologies for processing soft plastic in New Zealand are emerging with industry's investment. The Scheme has supported Future Post with their cash flow to assist with their capital expenditure for Auckland and Blenheim in the absence of funding from local or central government.

The Scheme operates on the basis that it will not collect more than the known processing capacity.

Hey Ngatea, it's  
great to be here!



## 7 LOOKING FORWARD

In the UK, councils will be required to collect flexible plastic and films from kerbside by 2027 as part of the UK Government's compulsory consistent kerbside collections. We are participating in the UK's Working Group which is leading trials of kerbside collections in England, Wales and Scotland and working with the Australian Food & Grocery Council which is leading kerbside collection trials in Australia. In 2023, the Scheme has allocated budget to support trials in New Zealand.

We are not aware of any investment from the Government's Waste Minimisation Fund in projects to increase the onshore recycling of soft plastic unlike in Australia. Mechanical recycling of soft plastic into posts or building materials may be downcycling from packaging but the products created are replacing treated timber posts or providing much needed building materials.

We note that the Plastic Innovation Fund has specified soft plastic projects for funding but are concerned that this is focussed on research rather than implementation. There is proven technology for mechanical and pyrolysis plants of soft plastic operating around the world.

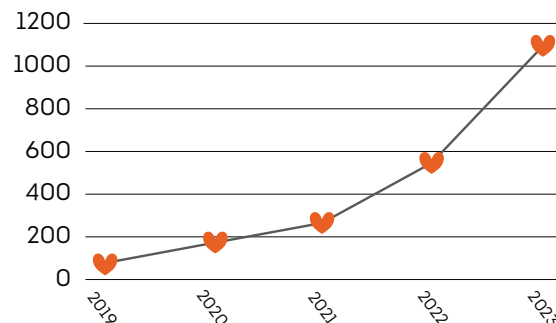
The Scheme will continue to promote the ARL to Scheme members recognising that 69% of New Zealanders check the label on packaging most or all of the time before recycling (Horizon Research March 2022). 95% of scannable barcodes which read IRI are common across both Australia and New Zealand and there will be an increase in use of the ARL in Australia as the Australian Government requires industry to display the ARL on 80% of supermarket products this year.

The Scheme does not propose any changes to membership levies pending the recommendations from the Plastic Packaging Product Stewardship (PPPS) co-design project expected end 2024.

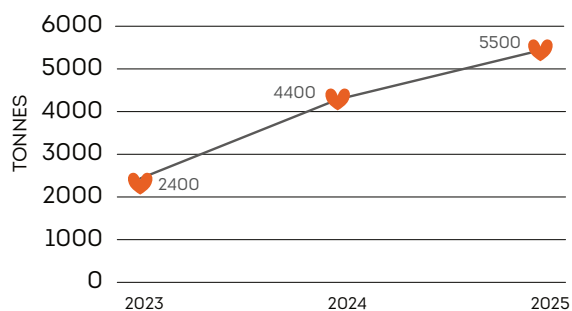
The Scheme has budgeted to double the tonnes collected in 2023 continuing the trend of doubling throughput year on year (see chart). This is well within the available processing capacity forecast by our processors out to 2025.

### COLLECTIONS TONNAGES

Note actuals to 2022 and forecast for 2023



### FORECAST PROCESSING CAPACITY IN NEW ZEALAND FOR SOFT PLASTIC



want more info?  
visit [www.recycling.kiwi.nz/soft-plastics](http://www.recycling.kiwi.nz/soft-plastics)